Promote Colorado Blue Spruce Young Adult Book Award Books

Here are some tips for successfully promoting the **Colorado Blue Spruce Young Adult Book Award** in your school and public library. This is the only book award in Colorado that is chosen solely on the votes of Colorado teens, grades 6-12!

This unique Colorado-based program encourages reading, and integrates with many curricular and literacy development activities schools and libraries are engaged in.

**Tip #1: Have the Books!**

Having copies of the nominees in your library will make the voting process easier and help guarantee that your library participates in voting.

- If you are in a school library, and can’t afford all the titles, contact your local public library about creating a book club kit with one copy of each title for your school to use.
- Ask (or challenge!) your Friends or PTA/PTO to create a Blue Spruce nominee set for your tweens/teens to use.
- Many titles are available as ebooks, so don’t forget suggesting these in alternate formats to your readers.

**Tip #2: Use the Colorado Blue Spruce Young Adult Book Award Posters**

Colorado takes pride in these student choices. The posters can generate interest outside the targeted tween/teen population.

- Posters will be sent out to public libraries in April of each year and school libraries in August of each year. If you want a poster and don’t receive one, contact us at [http://coloradobluespruceaward.org](http://coloradobluespruceaward.org) (Contact information is at the bottom of the home page)
- Visit our website to download the FAQ/Best Practices, a current nominee poster, and a VOTE poster.
  - Display the VOTE posters in your children’s/teen areas;
  - Post the nominee posters there and in the general patron areas.

**Tip #3: Book Talk the nominees for tweens and teens!**

- A list of book summaries for all of the nominees, with book jackets, is available at [http://coloradobluespruceaward.org](http://coloradobluespruceaward.org)
- Even better, build in a challenge to have teens do their own book talks or book videos to promote their favorites!

**Tip #4: Integrate with TeenTober Activities**

Consider Blue Spruce titles when assembling TeenTober reading lists and activities.

- TeenTober is in October of each year - [http://www.ala.org/yalsa/teentober](http://www.ala.org/yalsa/teentober)
- This is a great opportunity to get YA readers into and talking about Blue Spruce nominees.

**Tip #5: Use the Colorado Blue Spruce Young Adult Book Award Display/Promotional Opportunities**

- The VOTE poster and current Blue Spruce nominee poster offer a beginning display, with books.
- See more promotional ideas at [http://www.coloradobluespruceaward.org/promote](http://www.coloradobluespruceaward.org/promote)

**Tip #6: Promote through Parent/Teacher/Library Patron Newsletters**

- Help spread the word by including the Blue Spruce book award nominee one page summary in your library, school, or staff newsletter. Engage interested adults and encourage them to read three titles too!